



To express interest in this assignment please email priyanka.subba@crs.org

**CRS Farmer to Farmer Program
Volunteer Assignment Scope of Work**

Notice for potential volunteers:
Some assignment details are subject to change.

Summary Information	
Assignment Code	TL210
Country	Timor-Leste
Country Project	Modernizing Agriculture
Host Organization	Peoples Trade Company (PTC)
Assignment Title	Development of Coffee Branding
Assignment preferred dates	Flexible
Objectives of the assignment	Business Development and Marketing Promotions
Desired volunteer skill/expertise	<ul style="list-style-type: none"> • Computers skills in design • Previous experience in design branding • Formal qualifications in business or marketing
Type of Volunteer Assistance	Business Enterprise Development (E)
Type of Value Chain Activity	Marketing (M)
PERSUAP Classification ¹	Type III

A. BACKGROUND

CRS Farmer-to-Farmer (F2F) Program is a USAID funded 5-year program (July 2018 – June 2023) that will provide technical assistance from United States (U.S) volunteers to farmers, farmer groups (cooperatives and associations), agribusinesses and other agriculture sector institutions. The program objectives are to facilitate economic growth within targeted agriculture sub-sectors, enhance sub-sector inclusiveness to expand participation to a broader range of individuals and communities and to increase the American public’s understanding of international development issues and US international development programs. Volunteers, recruited from all States and the District of Columbia, are individuals who have domestic careers, farms and agribusinesses, or are retirees who want to participate in development efforts. F2F program will assist in agriculture development, commodity value chain competitiveness and firm upgrading by providing technical assistance to introduce new technologies, innovations and development of local capacity for more productive, profitable, sustainable and equitable agriculture systems.

¹ USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators.



The Timor-Leste Ministry of Agriculture and Fisheries Strategic Plan² recognizes the fundamental importance of agriculture to Timor-Leste's economy and the impact of agriculture on poverty reduction, food and nutrition security, economic growth, and income and employment generation through its linkages to other sectors of the economy. The agriculture sector in Timor-Leste accounted for 19% of Gross Domestic Product (GDP), or over \$253 million in 2013. However, there is a considerable net deficit in agricultural trade as imports in 2014 were valued at approximately \$60 million. Major imports include rice, sugar, meat (chicken, beef, pork), vegetable oil, fish, milk, and vegetables (potato, onion)². In rural communities 57% of women and 60% of men are actively involved in agriculture³. Agriculture consists primarily of subsistence farming with limited access to inputs, technical knowledge, and market linkages. There is a heavy reliance on traditional agricultural practices such as slash-and-burn cultivation. Most smallholdings are mixed rainfed farms growing maize, cassava, red kidney beans, sweet potato, rice, groundnut, and vegetables. Coffee, coconut and candlenut are the most common tree crops. Livestock, such as poultry, pigs, cattle, buffalo, goats and sheep are raised on a small-scale and extensive

PTC (People Trade Company) is a local export company which was established in 2002 by a 100 % stake of a Japanese NGO, PARCIC. PTC purchases Arabica coffee from coffee producers' cooperative in Maubisse (COCAMAU: 592 members) and Robusta coffee from cooperative in Ermera (KOHAR: 133 members) and exports them to the Japanese market as fair trade. PTC also purchases and distributes products of Aroma Timor, a women's group network which is organized by 16 groups in 6 municipalities (Aileu, Ainaro, Baucau, Bobonaro, Covalima and Liquisa), to both domestic and international market. PTC imports packaging materials from China and Indonesia, which are necessary for these products.

These activities are designed and developed to diversify the local economy in Timor-Leste. Timor-Leste as a new country which won the independence in 2002 is aiming to diversify the industry by moving away from a single economy dependent on natural resources in its 'Strategic National Development Plan 2011-2030'. However, the lack of the experiences and human resources become challenges in all sectors in this country.

B. ISSUE DESCRIPTION

PTC is a women groups networking with 16 groups that join in supply chain and hence has been increasing production volumes from season to season.

PTC Focuses on selling local products such as Coffee (Arabica, Robusta), Herbal tea (Gotu-kola, Mint, Avocado leaf, Lime leaf, Lemon grass, Shell ginger, Roselle), Virgin Coconut Oil, Honey, Seasonal Jam, Peanut butter, Banana chips, Cookies (Coconut, Sago, Ginger, Lemon grass, Moringa, Tamarind candy, Seasoning (Basil salt, Roselle salt).

From local products mentioned above, Coffee as one of the products that generate good income to PTC as well as the cooperatives/producers (farmers). However, depending the sales of coffee on the Japanese market affected on the coffee sells itself, the cooperative/producers' groups cannot expand their production scale due to weak in the branding and labelling of coffee, marketing & promotion experience that not developed and lack of promotion materials such as brochure and short film or panel for public relations.

² <http://extwprlegs1.fao.org/docs/pdf/tim149148.pdf>



C. OBJECTIVES OF THE ASSIGNMENT

The objective of the assignment is wished to improve and expand the market access for coffee sells of PTC not only to Japan but as well as to international market. PTC has had fair trade market in Japan with Organic certification from JAS Organic to support the accreditation of the coffee product to be sell in international market, and the volunteer is expected to support and facilitate the training to develop the key aspects such as;

- Improve the branding and labelling for coffee product with international standard that meet the international market criteria that is cost effective and relevant to PTC.
- Create promotion materials such as brochure, short film and other promotion material panel for public relations.

D. HOST CONTRIBUTION

The People Trade Company (PTC) will select, determine the attendances regarding to training participant. The PTC will also ensure that the necessary class rooms and local training aids and other teaching materials are in place. The host will also provide the volunteer with and facilitate the volunteer for meal services. The PTC will also assign a focal person who can guide and facilitate the volunteer specialist during the assignment period. The host will also provide accommodation, office space and office furniture as well as vehicle if any travel is required during the assignment duration.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

This assignment volunteer will contribute to the following:

1. Initial presentation (outlines/list of activities, plan, approach, etc.)
2. Training and direct assistance conducted,
3. Simple manual/guidelines on coffee branding

F. DELIVERABLES

1. Final report Field report with recommendation and simple guidelines submitted,
2. Produced coffee branding for the product
3. Group presentation with local stakeholders at the end of the assignment in country
4. Training attendance list
5. Group presentation for CRS staff
6. Volunteer outreach activities in the US and in country

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN TIMOR-LESTE

Please note that this is a tentative schedule and will be finalized post volunteer selection with consultation with volunteer.

Day	Activity
Day 1	Arrival in Timor-Leste. The volunteer will be picked by a car provided through CRS’s client hotel with a placard bearing “ CRS logo and volunteer name ”.
Day 2	<ul style="list-style-type: none"> • Briefing meeting at CRS office with CRS F2F staff, security briefing and logistics and itinerary of the trip and discuss anticipated outcomes and work plan; • Meeting with ambassador and USAID mission



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Day 3	<ul style="list-style-type: none"> • Setup with guesthouse and other logistics • Briefing meeting with staff and Leader of PTC • First hand briefing on outlines of topics of the training, plan, approach, etc, and adjust the topics as required. • Work planning discussion with the staff of the PTC • Prepare course/training and plan with the PTC to proceed with the assignment (lecturing, advising, and practicing)
Day 5-20	Conduct the assignment according to an agreed schedule on Marketing and business development
Days 21	<ul style="list-style-type: none"> • Wrap up sessions that emphasize key concepts of the assignment: the PTC evaluates the assignment and discusses final report recommendations with the volunteer. • Group presentation to the host in the presence of CRS F2F staff and local leader
Day 22	<ul style="list-style-type: none"> • Back to CRS and Debriefing for CRS staffs in CRS office • Submit all reports, return logistic items and complete all required activities
Day 23	<ul style="list-style-type: none"> • Travel back to USA

H. DESIRABLE VOLUNTEERS SKILLS

- Experience in Product Branding
- Experience in marketing strategy
- Ability and preparedness to use relevant teaching aids and audiovisuals,
- Easily adapting ability to local situations of the various developing world,
- Good ability in writing skills, communication skill and graphic design skill.

I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

- Before travelling to the assignment place, the volunteer will stay in Plaza Hotel at one of the CRS's client hotels that will be booked and confirmed before the arrival date. https://www.agoda.com/plaza-hotel_2/hotel/all/dili-tl.html?checkin=2019-04-10&los=1&adults=1&rooms=1&cid=1646622&tag=974ceae6-7504-ae4c-1f07-a9e79faff10b&searchrequestid=e8bd6065-3418-43b5-a0fa-86fa9bee4e6e&travellerType=-1&tabbed=true
- In Dili, the hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, wireless internet, etc.
- The hotel or CRS will arrange a vehicle for short travel from the hotel to CRS or using Taxi
- CRS Timor Leste will provide the volunteer with a laptop computer (if s/he needs), local internet dongle (modem/EVDO) and mobile phone with charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Timor-Leste.
- CRS will provide a vehicle and accompany the volunteer to the place of assignment.
- During her/his assignment period on the field, the volunteer will be stay at PTC guest house
- CRS Timor-Leste will arrange hotel accommodation and cover the lodging bills against receipts.
- CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidences.
- Before departing to US, the volunteer will also liquidate advances (if any) at CRS Timor-Leste
- For more information, please refer to country information that will be provided



J. RECOMMENDED ASSIGNMENT PREPARATIONS

- Prior to travel, the volunteer will be advised to prepare necessary training and demonstrating aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at either office of CRS on request by the volunteer.
- If the volunteer requires use of simple training aids like flip charts, markers, masking tapes, etc, s/he should make the request and collect from either office at Dili office prior to travel to the assignment place.
- Translation of handouts to local languages can be done in the locality of the assignment, if shortly required. Depending on the meeting places, the volunteer may use a laptop and projector for power point presentations
- Recommend reading are <http://www.cafeasia.com.sg/en/page/2/introduction.html> ;<http://marketdevelopmentfacility.org/content/where-we-work/timor-leste/agri-business-processing-and-rural-distribution/peoples-trade-company/>, <https://www.parcic.org/english/timor-leste/> and <https://www.instagram.com/aromatimor/?hl=en>
- Related to the weather condition now it is rainy season

K. KEY CONTACTS

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